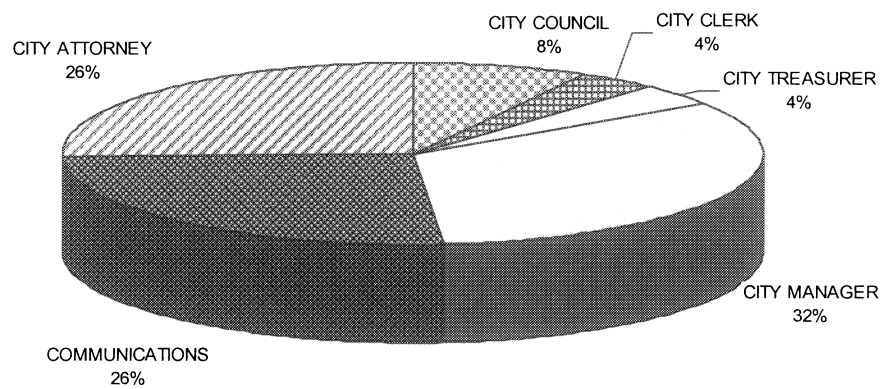


Policy and Leadership Group

PROGRAM: POLICY AND LEADERSHIP GROUP
FUND: VARIOUS
PROGRAM GROUP: VARIOUS

SUMMARY

	2005-06 ACTUAL	2006-07 ACTUAL	2007-08 BUDGET	2008-09 BUDGET
PERSONNEL	\$2,670,070	\$2,891,737	\$3,289,850	\$3,386,839
MAINTENANCE & OPERATIONS	1,299,349	1,360,730	1,386,437	1,540,556
CAPITAL OUTLAY	45,108	32,580	10,000	125,680
GRAND TOTAL	\$4,014,527	\$4,285,047	\$4,686,287	\$5,053,075
FULL TIME POSITIONS	17.50	19.50	19.50	20.50
HOURLY/FTE POSITIONS	0.00	0.00	0.00	0.00



PROGRAM: CITY COUNCIL
FUND: GENERAL
PROGRAM GROUP: CITY COUNCIL

ACCT NO. 0010110

	2005-06 ACTUAL	2006-07 ACTUAL	2007-08 BUDGET	2008-09 BUDGET
PERSONNEL	\$263,440	\$265,143	\$293,954	\$304,599
MAINTENANCE & OPERATIONS	73,252	84,826	98,190	97,735
CAPITAL OUTLAY	0	15,327	0	0
GRAND TOTAL	\$336,692	\$365,296	\$392,144	\$402,334
FULL TIME POSITIONS	1.00	1.00	1.00	1.00
HOURLY/FTE POSITIONS	0.00	0.00	0.00	0.00

PROGRAM GROUP DESCRIPTION:

As the legislative body of the City, the City Council establishes the policies and regulatory ordinances under which the City operates. The City Council has defined goals and objectives to guide the allocation of City resources to meet the needs of the community through the policy development process.

PROGRAM ACTIVITIES:

Meeting Attendance

- Prepare for and attend City Council meetings, as well as various regional committee and community meetings.
- Respond to the needs and requests of the residents of Carlsbad through personal contact and correspondence.

KEY GOALS FOR 2008-2009:

Carlsbad is a city that provides exceptional, top quality services on a daily basis by proactively listening, engaging and responding to our citizens.

Balanced Community Development

- Be a city that connects community, place and spirit, through balanced and economically sustainable land uses.

Citizen Connection And Partnership

- Be a city that embraces Community connectivity through the effective use of technological and interpersonal mediums.

Communication

- Ensure that community members, Council and staff are well informed, continuing to be a more responsive government while providing a high level of citizen confidence in its government.

Environmental Management

- An environmentally sensitive community by focusing on: conservation, storm water, sewage collection and treatment, solid waste, and cost effective and efficient use of energy including alternative energy sources.

Financial Health

- Pursue and implement proactive strategies that support sustainable economic health and manage City resources effectively.

Learning, Culture & Arts

- Promote and support continuous learning, cultural opportunities and the arts within the community and the City organization.

Parks / Open Space / Trails

- Acquire, develop and maintain a broad range of open space and recreational facilities that actively address citizen needs which are fiscally responsible, and are consistent with the General Plan and Growth Management Standards.

PROGRAM: CITY COUNCIL
FUND: GENERAL
PROGRAM GROUP: CITY COUNCIL

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ACCT NO. 0010110

KEY GOALS FOR 2008-09 (continued):

Safe Community

- Maintain a safe and secure community through collaborative partnerships. Public safety providers support high standards, deliver protection of life and property and encourage community involvement in prevention and preparedness efforts.

Transportation / Circulation

- Provide and support a safe and efficient transportation system that moves people, services and goods throughout Carlsbad.

Water

- Ensure, in the most cost-effective manner, water quality and reliability to the maximum extent practical, to deliver high quality potable and reclaimed water incorporating drought-resistant community principles.

SIGNIFICANT CHANGES:

- None.

PROGRAM: CITY CLERK
FUND: GENERAL
PROGRAM GROUP: CITY CLERK

ACCT NO. 0010210

	2005-06 ACTUAL	2006-07 ACTUAL	2007-08 BUDGET	2008-09 BUDGET
PERSONNEL	\$14,459	\$15,050	\$15,869	\$15,678
MAINTENANCE & OPERATIONS	128,936	259,216	147,800	173,397
CAPITAL OUTLAY	0	0	0	0
GRAND TOTAL	\$143,395	\$274,266	\$163,669	\$189,075
FULL TIME POSITIONS	0.00	0.00	0.00	0.00
HOURLY/FTE POSITIONS	0.00	0.00	0.00	0.00

PROGRAM GROUP DESCRIPTION:

The City Clerk is the City's Elections Official, Legislative Administrator, and Records Manager. As Elections Official, the City Clerk administers State and local procedures through which local government representatives are selected. The Clerk assists candidates in meeting their legal responsibilities before, during, and after an election.

As a Legislative Administrator, the City Clerk assists in the decision-making process of the local legislature. The Clerk prepares the legislative agenda, verifies that legal notices have been posted and published, and completes necessary arrangements so that the City Council may conduct an effective meeting.

As Records Manager, the City Clerk oversees the preservation and protection of the public record. By statute, the Clerk is required to maintain and index the Minutes, Ordinances, and Resolutions adopted by the legislative body. The Clerk also ensures that records are readily available for the public.

The City Clerk is an elected position.

KEY ACHIEVEMENTS FOR 2007-08:

Continued Customer Service Efforts:

- Posted weekly agenda items and public notices on website for enhanced public access.
- Provided agendas, agenda bills, minutes, resolutions, and ordinances to the public via the Internet DocPub system to allow citizen access to historic information instantaneously.
- Responded to Clerk Internet mailbox inquiries immediately throughout the day.
- Continued to provide Passport Acceptance services.
- Implemented Statements of Economic Interest filing automation.
- Provided enhanced recording of Council Meetings through Granicus video streaming and minutes maker software.
- Created standardized guidelines and policies for use by staff liaisons to city boards, commissions, and committees.

KEY GOALS FOR 2008-09:

- Continue compliance with mandates of Federal, State, and Local laws.
- Continue provision of Passport Acceptance Service.
- Establish standardized training program for newly appointed members of boards, commissions, and committees.
- Increase efficiencies by streamlining the processing and release of bonds.
- Creation of uniform guidelines for administration of elections and related matters.

SIGNIFICANT CHANGES:

- None.

PROGRAM: CITY TREASURER
FUND: GENERAL
PROGRAM GROUP: CITY TREASURER

ACCT NO. 0010310

	2005-06 ACTUAL	2006-07 ACTUAL	2007-08 BUDGET	2008-09 BUDGET
PERSONNEL	\$98,999	\$101,103	\$104,062	\$102,876
MAINTENANCE & OPERATIONS	62,240	62,271	88,613	93,151
CAPITAL OUTLAY	0	0	0	0
GRAND TOTAL	\$161,239	\$163,374	\$192,675	\$196,027
FULL TIME POSITIONS	0.75	0.75	0.75	0.75
HOURLY/FTE POSITIONS	0.00	0.00	0.00	0.00

MISSION STATEMENT:

The Office of the City Treasurer has the mission of providing professional cash management for the City of Carlsbad and all of its agencies including, among others, the Carlsbad Municipal Water District and the Carlsbad Redevelopment Agency.

PROGRAM ACTIVITIES:

Cash Management

- Develop projections of cash receipts and cash expenditures from various City and external sources.
- Maintain records of cash receipts and cash disbursements into the Treasury.
- Retrieve daily on-line bank statements and return check listing, verify receipt of anticipated deposits, ensure that all checks paid by the bank were valid City checks.
- Transfer cash daily into or out of the general checking account to ensure that appropriate balances are maintained for the anticipated activity of the next day.
- Execute all electronic wires of funds, ensuring that all are signed by authorized personnel and are supported by proper documentation.
- Develop contracts for cost-effective banking, both retail and custody services.
- Arrange for lines of credit and short-term loans as needed.
- Develop, maintain, and ensure compliance with all Treasury internal controls.

Investment Management

- Develop and maintain the City's Investment Policy and present annually, or as necessary, to the City Council for approval. Incorporate in the Investment Policy any changes in the City's financial requirements that affect investments. Ensure compliance with the California Government Code.
- Develop and maintain a pool of investments for the City and its agencies.
- Research daily international and national financial markets and the financial forecasts.
- Determine daily the type of investments that should be made, considering the current cash position and financial markets. Determine the dollar amount of the investment and the desired maturity date.
- Solicit telephone bids from approved financial institutions/brokers for available investments.
- Evaluate investment alternatives and effect investment purchases. Prepare trade authorizations and arrange for payment, delivery, and safekeeping of all purchases. Verify receipt and correctness of investments made.
- Maintain record for all investments and investment income.
- Reconcile the custodian's monthly report of investments held with Treasury records.
- Arrange for collateral contracts as required.

PROGRAM: CITY TREASURER
FUND: GENERAL
PROGRAM GROUP: CITY TREASURER

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ACCT NO. 0010310

PROGRAM ACTIVITIES (continued):

Reporting and Oversight

- Develop and present to the City Council monthly reports of investment activities.
- In a timely manner, disclose to the City Council any information that could potentially threaten the safety and liquidity of the investment pool.
- Develop and present to the City Council annual reports summarizing and analyzing the financial markets and the portfolio performance for the past fiscal year. Compare the past fiscal year with the four preceding fiscal years to provide perspective.
- Develop investment data for the City's Comprehensive Annual Financial Report.
- Develop investment data for the City's annual financial audit conducted by an independent auditor.
- Develop agenda, convene, conduct, and record proceedings of the Investment Review Committee each quarter, or more frequently as needed.
- Meet frequently with Council and Leadership team to coordinate monetary policy with financial goals.

WORKLOAD STATISTICS:

	<u>FY 2004</u>	<u>FY 2005</u>	<u>FY 2006</u>	<u>FY 2007</u>	(Est.) <u>FY 2008</u>
• Portfolio Balance (millions of \$)	\$472	\$512	\$511	\$510	\$510
• Investment Activity					
-Transactions	230	224	195	165	165
-Average Buy (millions)	\$3.68	\$3.76	\$3.41	\$4.20	\$4.20
• Number of Checks Cleared	14,762	15,180	14,982	14,686	14,686

KEY GOALS FOR 2008-09:

Financial Health

- Anticipate and meet the changing investment needs of the City in order to optimize investment returns, consistent with maintaining safety of principal, and ensuring sufficient liquidity.

Learning, Culture & Arts

- Offer speaking engagements on City cash management and investments.
- Further develop and protect the Treasury page of the City's web site, informing the community of the mission of the Office of the Treasury, the City's Investment Policy, and investment activities. Use the web site as a forum to receive and respond to community comments and questions.

SIGNIFICANT CHANGES:

- None.

PROGRAM: CITY MANAGER
FUND: GENERAL
PROGRAM GROUP: CITY MANAGER

ACCT NO. 0011010

	2005-06 ACTUAL	2006-07 ACTUAL	2007-08 BUDGET	2008-09 BUDGET
PERSONNEL	\$963,464	\$1,033,328	\$1,254,345	\$1,307,800
MAINTENANCE & OPERATIONS	317,624	292,005	371,004	366,422
CAPITAL OUTLAY	0	0	0	0
GRAND TOTAL	\$1,281,088	\$1,325,333	\$1,625,349	\$1,674,222
FULL TIME POSITIONS	6.00	7.00	7.00	8.00
HOURLY/FTE POSITIONS	0.00	0.00	0.00	0.00

PROGRAM GROUP DESCRIPTION:

The City Manager's Office supports the operational function of the City. In addition to maintaining the operations of the City, the City Manager assists City departments toward achievement of the City Council's strategic goals and the organizational goals.

PROGRAM ACTIVITIES:

Financial

- Promote sound financial practices and a balanced revenue expenditure basis.

Administration

- Provide timely and reasonable responses to citizens and customers.

Policy Development

- Assist the City Council in policy development.

PERFORMANCE MEASURES:

The City Manager's Office is measured by the overall success of the organization in accomplishing the organizational goals of the City.

KEY GOALS FOR 2008-2009:

Carlsbad is a city that provides exceptional, top quality services on a daily basis by proactively listening, engaging and responding to our citizens.

Balanced Community Development

- Be a city that connects community, place and spirit, through balanced and economically sustainable land uses.

Citizen Connection And Partnership

- Be a city that embraces Community connectivity through the effective use of technological and interpersonal mediums.

Communication

- Ensure that community members, Council and staff are well informed, continuing to be a more responsive government while providing a high level of citizen confidence in its government.

Environmental Management

- An environmentally sensitive community by focusing on: conservation, storm water, sewage collection and treatment, solid waste, and cost effective and efficient use of energy including alternative energy sources.

PROGRAM: CITY MANAGER
FUND: GENERAL
PROGRAM GROUP: CITY MANAGER

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ACCT NO. 0011010

KEY GOALS FOR 2008-09 (continued):

Financial Health

- Pursue and implement proactive strategies that support sustainable economic health and manage City resources effectively.

Learning, Culture & Arts

- Promote and support continuous learning, cultural opportunities and the arts within the community and the City organization.

Parks / Open Space / Trails

- Acquire, develop and maintain a broad range of open space and recreational facilities that actively address citizen needs which are fiscally responsible, and are consistent with the General Plan and Growth Management Standards.

Safe Community

- Maintain a safe and secure community through collaborative partnerships. Public safety providers support high standards, deliver protection of life and property and encourage community involvement in prevention and preparedness efforts.

Transportation / Circulation

- Provide and support a safe and efficient transportation system that moves people, services and goods throughout Carlsbad.

Water

- Ensure, in the most cost-effective manner, water quality and reliability to the maximum extent practical, to deliver high quality potable and reclaimed water incorporating drought-resistant community principles.

SIGNIFICANT CHANGES:

- Reclassified a 1.0 limited term Management Intern into a 1.0 full-time Management Analyst.

PROGRAM: COMMUNICATION
FUND: GENERAL/SPECIAL REVENUE
PROGRAM GROUP: COMMUNICATION/VOLUNTEERS/ ACCT NO. 0011012/0011013
 LOCAL CABLE INFRASTRUCTURE FUND 1381010

	2005-06 ACTUAL	2006-07 ACTUAL	2007-08 BUDGET	2008-09 BUDGET
PERSONNEL	\$338,669	\$407,994	\$496,207	\$497,512
MAINTENANCE & OPERATIONS	582,184	514,716	542,010	669,993
CAPITAL OUTLAY	44,362	474	10,000	125,680
GRAND TOTAL	\$965,215	\$923,184	\$1,048,217	\$1,293,185
FULL TIME POSITIONS	2.75	3.75	3.75	3.75
HOURLY/FTE POSITIONS	0.00	0.00	0.00	0.00
GENERAL FUND	965,215	923,184	1,048,217	1,070,356
SPECIAL REVENUE				222,829
TOTAL FUNDING	\$965,215	\$923,184	\$1,048,217	\$1,293,185

PROGRAM GROUP DESCRIPTION:

The Communications Department is responsible for coordinating the dissemination of information, regarding various City issues and programs through the media, publications, City web site and video. In addition to a Communications Manager, the department includes a Communications Coordinator, who assists the department with communications-related activities and a Community Volunteer Coordinator, who facilitates connecting residents interested in volunteering with City volunteer opportunities. The Video Production Manager produces four video magazines, which air during the quarterly Council break, including the State of the City Address.

PROGRAM ACTIVITIES:

Customer Service

- Provide the citizens and customers of Carlsbad with clear concise, coordinated information regarding policies, services and opportunities available throughout the City.

KEY GOALS FOR 2008-09:

Top-Quality Services

- Provide the citizens and customers with information regarding City programs and opportunities.
- Continuously update citizens and customers on the progress of City programs and policies.
- Provide training to staff on communications issues.

Communication

- Assist in implementing the City Council's Communication Strategic Goal.
- Redesign and assist departments with providing content for the City's Web site.
- Record and produce meetings that occur in the council chambers and televise them.
- Coordinate transition from local franchise regulations to state franchise requirements.
- Work with Video Production Manager to improve streaming video quality and delivery.
- Work with Video Production Manager to provide more video content on City web site.

KEY ACHIEVEMENTS FOR FY 2007-08:

In summer 2008, the Communications Department will launch the City's redesigned web site. The department will also debut its new city mark to provide a consistent and cohesive city-wide brand.

PROGRAM:	COMMUNICATION	PAGE TWO
FUND:	GENERAL/SPECIAL REVENUE	
PROGRAM GROUP:	COMMUNICATION/VOLUNTEERS	ACCT NO. 0011012/0011013
	LOCAL CABLE INFRASTRUCTURE FUND	1381010

SIGNIFICANT CHANGES:

- The City is now responsible for televising its own public meetings. The equipment needed to be able to support in-house production of meetings will be funded with the Local Cable Infrastructure Franchise Fees the City receives.
- Funds from CCTV that supplemented State of the City and Quarterly update videos (\$50,000) can no longer be used for programming.

PROGRAM: CITY ATTORNEY
FUND: GENERAL
PROGRAM GROUP: CITY ATTORNEY

ACCT NO. 0011210

	2005-06 ACTUAL	2006-07 ACTUAL	2007-08 BUDGET	2008-09 BUDGET
PERSONNEL	\$991,039	\$1,069,119	\$1,125,413	\$1,158,374
MAINTENANCE & OPERATIONS	135,113	147,696	138,820	139,858
CAPITAL OUTLAY	746	16,779	0	0
GRAND TOTAL	\$1,126,898	\$1,233,594	\$1,264,233	\$1,298,232
FULL TIME POSITIONS	7.00	7.00	7.00	7.00
HOURLY/FTE POSITIONS	0.00	0.00	0.00	0.00

PROGRAM GROUP DESCRIPTION:

Provide legal advice, assistance, and guidance in accomplishing and implementing the City Council's goals which are:

- A City that connects community, place and spirit, through balanced and economically sustainable lands uses.
- A City that embraces community connectivity through the effective use of technological and interpersonal mediums.
- An environmentally sensitive community by focusing on conservation, storm water, sewage collection and treatment, solid waste, and cost effective and efficient use of energy including alternative energy sources.
- A City that provides and sustains exceptional programs, policies, services and infrastructure.
- Ensure that community members, Council and staff are well informed, continuing to be a more responsive government and a high level of citizen confidence in its government.
- Pursue and implement proactive strategies that support sustainable economic health and manage fiscal resources effectively.
- Promote and support continuous learning, cultural opportunities and the arts within the community and the City organization.
- Acquire, develop and maintain a broad range of open space and recreational facilities that actively address citizen needs which are fiscally responsible, and are consistent with the General Plan and Growth Management Standards.
- Provide and support a safe and efficient transportation system that moves people, services and goods throughout Carlsbad.
- Ensure in the most cost-effective manner, water quality and reliability to the maximum extent practical, to deliver high quality potable and reclaimed water incorporating drought-resistant community principles.

PROGRAM ACTIVITIES:

The City Attorney's Office provides legal advice and representation to the City Council, Housing and Redevelopment Commission, Carlsbad Municipal Water District, City Clerk, City Treasurer, City Manager, Boards and Commissions, and other City offices in order to provide services to the public as required or permitted by law. The City Attorney is also responsible for assisting in the interpretation, administration, and enforcement of laws and regulations and City programs.

This office drafts and reviews all resolutions, ordinances, contracts, bonds, election petitions, and other legal documents. The office is responsible for all litigation on behalf of or against the City, Carlsbad Municipal Water District, Redevelopment Commission, or other City entities.

KEY GOALS FOR 2008-09:

To provide quality and timely legal advice to all elected and appointed City officials and all major service areas, assisting them in making sound legal decisions to carry out the goals of the City Council.

SIGNIFICANT CHANGES:

The City Attorney is now General Counsel to the Carlsbad Tourism Business Improvement District.



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the ever-evolving
city!*